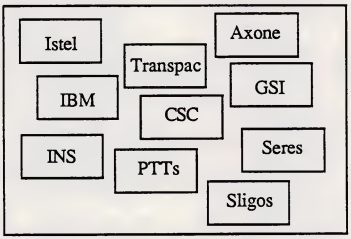
EDI PRESENTATION
for
SEGIN

INPUT®

Piccadilly House, 33/37 Regent Street, London SW1Y 4NF, England 01-493-9335

The Network Services Market Is Getting Crowded

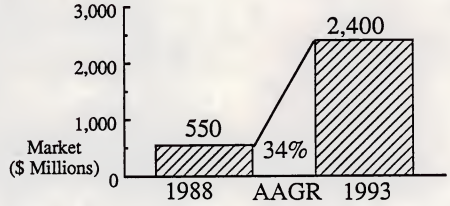


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Western European Network Services



INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Network Services Market Structure

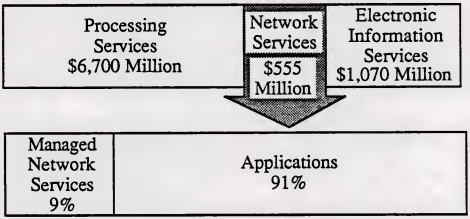
Network Services				
Managed Network Services		Application Services		
Network Management Services	Enhanced Services	E-Mail	EDI	Other

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Market Sector Comparison 1988

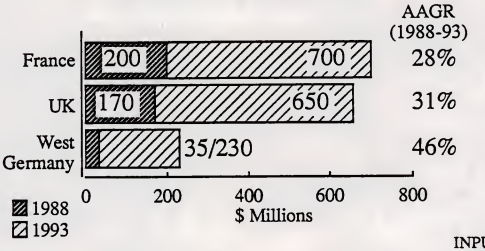


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

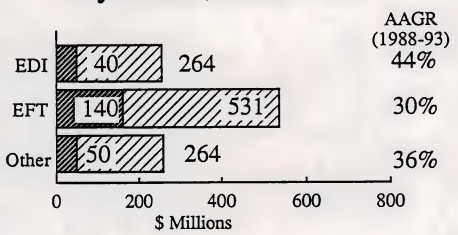
W. European Network Services: Country Analysis



NOTES:

© 1988 by INPUT. Reproduction Prohibited.

W. European Network Services by Sector, 1988-1993

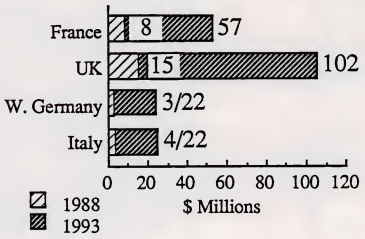


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

The EDI Market in W. Europe, 1988-1993

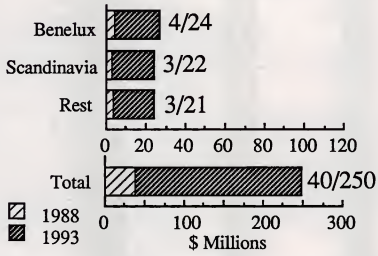


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

The EDI Market in W. Europe, 1988-1993



INPUT

NOTES:

SSEM-TS-63b

27

© 1988 by INPUT. Reproduction Prohibited.

Electronic Data Interchange

The Application-to-Application Exchange
of Intercompany Business Data
in Standard Formats

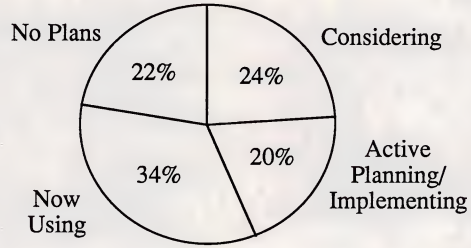
INPUT

NOTES:

ECON-VW-6

© 1988 by INPUT. Reproduction Prohibited.

EDI Usage Is Quickly Expanding



INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

EDI Cost Benefits Can Be Substantial

Reduced Expenses

Fewer Errors

Faster Turnaround

Improved Customer Service

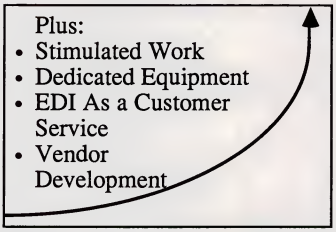
Enhanced Management Control

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

EDI Markets Will Far Exceed Forecast



$1.9 Billion by 1993

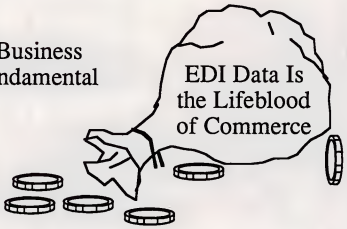
INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

EDI Is Not a Fad

A Business Fundamental



INPUT

NOTES:

AENG TS ESV1 II-6

© 1988 by INPUT. Reproduction Prohibited.

Why Use EDI?

Reduced Expenses

Fewer Errors

Faster Turnaround

Improved Customer Service

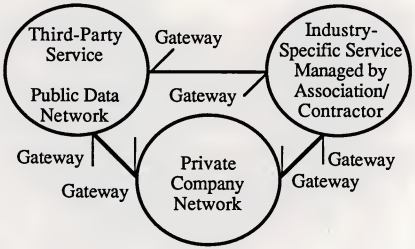
Enhanced Management Control

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Three Types of EDI Networks

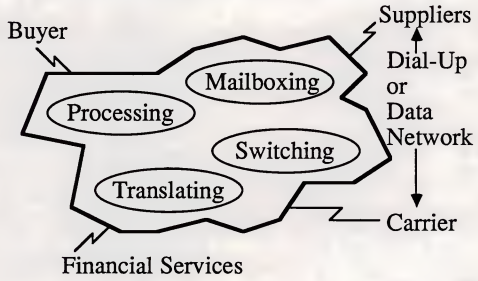


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

MNS/RCS Role In EDI

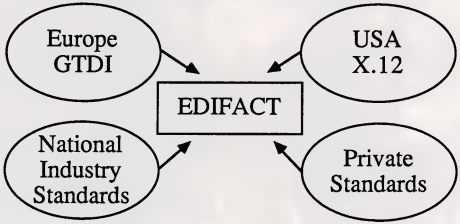


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

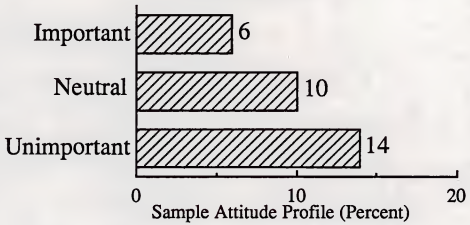
EDI Standards Development



INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

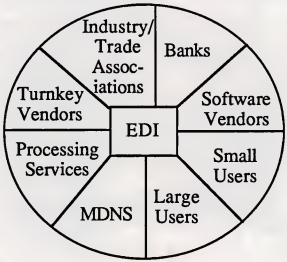


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

EDI Market Participants



INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Forecast Factors

Transaction Growth
User's Average Response

1986-1987	1987-1988
181%	156%

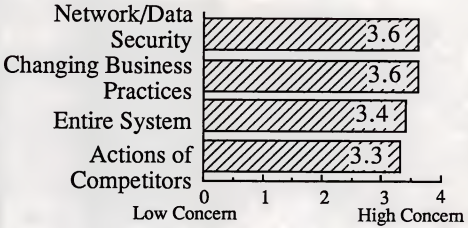
INPUT

NOTES:

ECON-VW-38

© 1988 by INPUT. Reproduction Prohibited.

EDI User Issues and Concerns



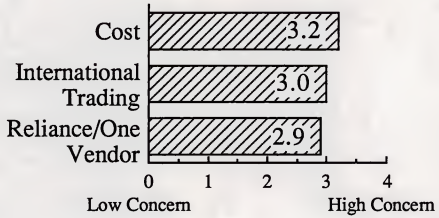
INPUT

NOTES:

ECON-VW-31

© 1988 by INPUT. Reproduction Prohibited.

EDI User Issues and Concerns



INPUT

NOTES:

ECON-VW-32

© 1988 by INPUT. Reproduction Prohibited.

EDI Internetworking—Reasons

- Trading Partners on Other Services/ Networks
- Cross-Industry Trading
  - Cross-Industry Translations
- "Universal" Data Services
- Goal Transparency

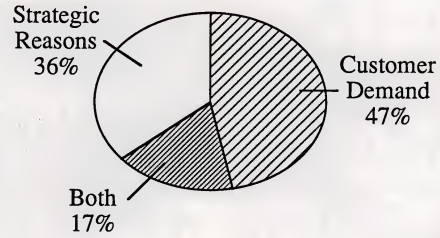
INPUT

NOTES:

ECON-VW-19

© 1988 by INPUT. Reproduction Prohibited.

Why Was EDI Implemented?



INPUT

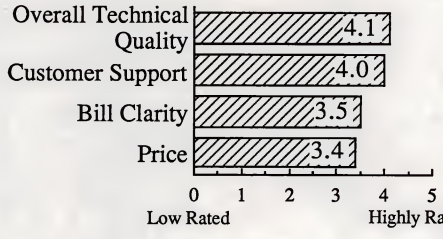
NOTES:

ECON-VW-26

© 1988 by INPUT. Reproduction Prohibited.

User Rating—Third-Party Networks

Averages—All Networks



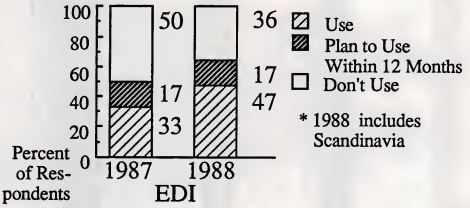
INPUT

NOTES:

ECON-VW-33

© 1988 by INPUT. Reproduction Prohibited.

Comparison of Market Opportunities By Application (1987-1988) W. Europe

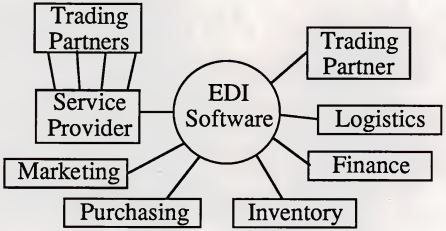


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

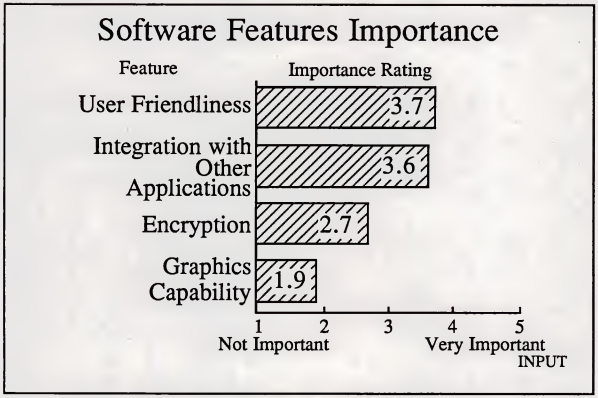
EDI Software Is the Core of the System



INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

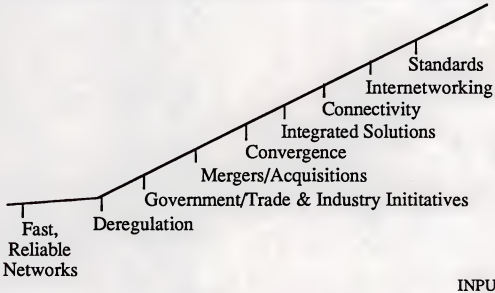


NOTES:

ECON-VW-35

© 1988 by INPUT. Reproduction Prohibited.

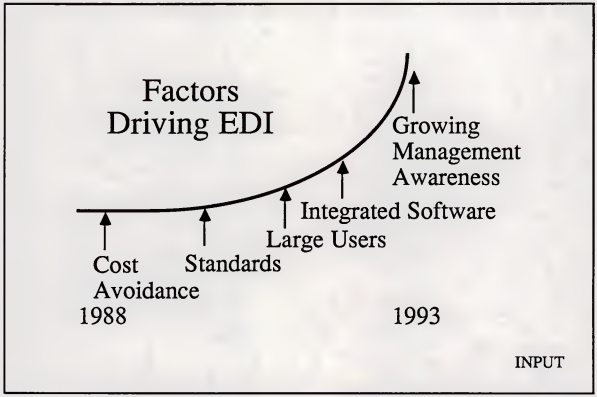
Factors Driving Network Services



INPUT

NOTES:

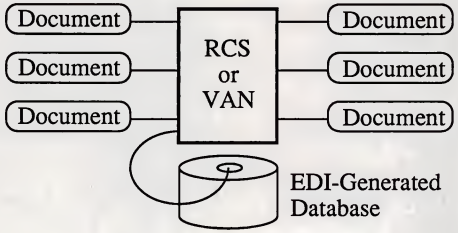
© 1988 by INPUT. Reproduction Prohibited.



NOTES:

© 1988 by INPUT. Reproduction Prohibited.

EDI Traffic Becomes a Database

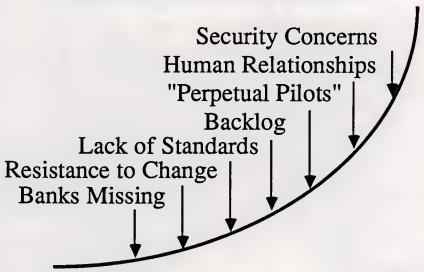


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Factors Inhibiting EDI

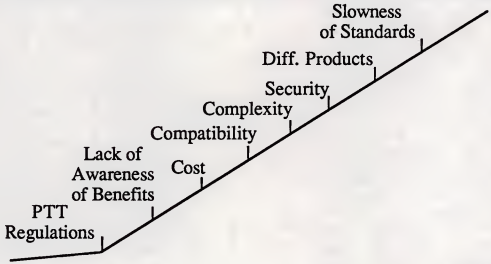


INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Factors Inhibiting Network Services



INPUT

NOTES:

SSEM-TS-59a

37

© 1988 by INPUT. Reproduction Prohibited.

Service Concentration

- Application Boundaries Collapsing
  - E-Mail/Industry-Specific Databases
  - EFT/EDI
  - Distribution/Retail
- Standards
  - X400
  - EDIFACT

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Major Growth Factors

- PTT Liberalism
- Trade and Industry Associations
- Trading Clusters
- Pan-European MNS: "One-Stop Shopping"
- International Links

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Major Growth Factors

- The Adoption of Standards (X400, EDIFACT)
- Tariff Regulation
- Cost Reduction
- Interface Software

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Recommendations

- Participate in Standards Procedure
- Simplify Pricing
- Pan-European Approach
- New Markets
- Internetworking
- E-Mail→EDI

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

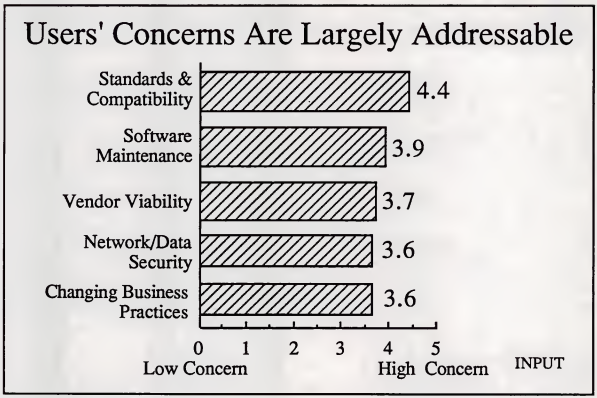
Recommendations to Vendors

- Form an EDI Task Force
- Sell EDI Internally and to Trading Partners
- Use the Standards
- Plan Staged Development
- Get Help if Needed

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.



NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Recommendations to Users

- Offer EDI to Stem Churn
- Target New Markets via Associations
- Address Internetworking
- Use Agents
- Migrate E-Mail Users to EDI

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

EDI Software Recommendations

- Integrate with Related Applications
- Address Multiple Functional Areas
- Integrate with EFT, Electronic Forms, Others

INPUT

NOTES:

© 1988 by INPUT. Reproduction Prohibited.

Sheila:

I need INPUT hard copy formats of the following 43 slides urgently please. Two of them require corrections. The order is as follows:

SSEM-TS-29
SSEM-TS-68 – missing
SSEM-TS-1
SSEM-TS-8
SSEM-TS-14a
SSEM-TS-13a
SSEM-TS-60b
SSEM-TS-63a
SSEM-TS-63b

Benelux should read "4/24", Scandinavia should read "3/22".

ECON-VW-6 – missing
AENG-TS-ESVI II-1 – missing
AENG-TS-ESVI III-2n
AENG-TS-ESVI II-5
AENG-TS-ESVI II-6
AENG-TS-ESVI III-2
SSEM-TS-26
AENG-TS-ESVI III-6
SSEM-TS-52
SSEM-TS-18
SSEM-TS-5
ECON-VW-38
ECOON-VW-31 – missing
ECON-VW-32 – missing
ECON-VW-19 – missing
ECON-VW-26 – missing
ECON-VW-33 – missing
SSEM-TS-65b
AENG-TS-ESVI VIII-5 – missing
ECON-VW-35a – missing
SSEM-TS-59b
AENG-TS-ESVI IV-9
AENG-TS-ESVI V-2
AENG-TS-ESVI IV-7
SSEM-TS-59a
SSEM-TS-4
SSEM-TS-2
SSEM-TS-3
SSEM-TS-66
AENG-TS-ESVI VI-17
AENG-TS-ESVI II-4a
AENG-TS-ESVI II-4b
AENG-TS-ESVI VI-15a – missing
AENG-TS-ESVI II-7 – missing

Should read "Recommendations to Users".

If the reference numbers alone are insufficient, then let me know as I can always send you the actual slides. This is pretty urgent as the client needs to circulate them to clients who attended the presentation on Thursday.

Thanks a lot.

Tim

Tim Stevens.